

AMENDMENTS TO THE CLAIMS

1. (Currently amended) An electronic screen display, comprising:
 - a screen;
 - a memory storing digital content for display on the screen;
 - a processor communicatively coupled to the memory and the screen, wherein the processor is configured to obtain digital content from the memory and to generate signals ~~an~~ action causing a primary display to appear on the screen; and
 - a sensor communicatively coupled to the processor ~~such that, when activated by sensing a light signal, wherein the sensor is configured to activate only when detecting a certain light signal~~ emitted from an external device, the light signal being used by the external device to read or assist in reading information from the primary display on the screen, and wherein, when activated by the light signal, the sensor ~~causes~~ is triggered to cause the processor to obtain further digital content from the memory and to generate signals ~~an~~ action causing a secondary display to appear on the screen.
2. (Original) The electronic screen display of Claim 1, wherein the screen is a thin, flexible screen comprised of light emitting diodes, liquid crystal display, a light emitting polymer material, or an electroluminescent display.
3. (Original) The electronic screen display of Claim 1, wherein the sensor is comprised of a light-dependent resistor.
4. (Original) The electronic screen display of Claim 1, wherein the sensor is comprised of a photocell.
5. (Original) The electronic screen display of Claim 1, wherein the sensor is comprised of a charge coupled device.
6. (Original) The electronic screen display of Claim 1, wherein the sensor is configured to activate only when sensing a predefined light signal.

7. (Original) The electronic screen display of Claim 6, wherein the light signal is defined by wavelength.

8. (Original) The electronic screen display of Claim 6, wherein the light signal is defined by a pattern.

9. (Original) The electronic screen display of Claim 1, wherein the sensor is disposed underneath the screen.

10. (Original) The electronic screen display of Claim 1, wherein the processor is further configured with a clock function that causes a timed appearance of the primary display.

11. (Original) The electronic screen display of Claim 1, wherein the processor is further configured with a clock function that causes a timed appearance of the secondary display.

12. (Original) The electronic screen display of Claim 11, wherein the timing of the timed appearance is measured from activation of the sensor.

13. (Original) The electronic screen display of Claim 11, wherein further timing causes the primary display to reappear on the screen after concluding the timed appearance of the secondary display.

14. (Currently amended) A method for display of primary and secondary digital content on a screen, comprising:

displaying primary digital content on a screen;

sensing a light signal emitted from an external device that is being used to read or assist in reading information from the primary digital content displayed on the screen, wherein the light signal is generated by the external device; and

in response to the sensing the light signal, causing secondary digital content to appear on the screen.

15. (Original) The method of Claim 14, wherein the primary digital content is a barcode or coded icon.

16. (Original) The method of Claim 14, wherein the secondary digital content replaces the primary digital content on the screen.

17. (Original) The method of Claim 14, wherein the secondary digital content is added to the primary digital content on the screen.

18. (Original) The method of Claim 14, wherein the primary digital content returns to display on the screen after concluding the display of the secondary digital content.

19. (Original) The method of Claim 18, wherein concluding the display of the secondary digital content is timed.

20. (Original) The method of Claim 14, wherein the secondary digital content appears after a timed delay from sensing the emitted light signal.

21. (Original) The method of Claim 14, wherein the sensed light signal that causes the secondary digital content to appear on the screen is a predefined light signal.

22. (Original) The method of Claim 21, wherein the light signal is defined by wavelength or pattern.

23-25. (Canceled)

26. (New) An electronic screen display system, comprising:
a screen;
a memory storing digital content for display on the screen;
a processor communicatively coupled to the memory and the screen, wherein the processor is configured to obtain digital content from the memory and to generate an action causing a primary display to appear on the screen;

an external light-emitting device configured to generate and emit a light signal that is directed toward the screen to read or assist in reading information from the primary display on the screen; and

a sensor communicatively coupled to the processor, wherein the sensor is configured to activate when the sensor detects the emission of the light signal from the external light-emitting device,

wherein the sensor, when activated by the light signal, is triggered to cause the processor to obtain further digital content from the memory and to generate an action causing a secondary display to appear on the screen.

27. (New) The electronic screen display system of Claim 26, wherein the primary display on the screen includes a symbology that is readable from the screen by the external light-emitting device and translatable into an identification of a product for automating a purchase of the product.

28. (New) The electronic screen display system of Claim 26, wherein detection of light emission from the external device by the sensor indicates a purchase of the product which causes the secondary display to appear on the screen.